

STRATEGIC PLAN 2008–2013





CREATING COMMUNITIES THROUGH PEOPLE, PARKS & PROGRAMS

The Department of Parks and Recreation fully embraces the County of San Diego's mission to provide County residents with superior services to improve the region's quality of life. We make this mission a reality through programs that create healthy communities, protect valuable natural and cultural resources, provide recreation opportunities, reduce crime and vandalism, and foster responsible economic development.

This plan discusses what we do and how we turn these objectives into desired outcomes. Residents of San Diego County recognize these benefits:

Community

Parks and community centers establish a positive community identity. Safe and well-maintained park facilities promote family-friendly recreation, reduced crime, cultural harmony, and community spirit.

Health

Parks and recreation opportunities foster healthy lifestyles, build self-esteem, reduce stress, and provide positive alternatives for youth at risk.

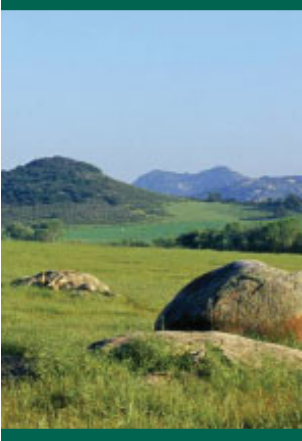
Environmental

Parks and open space areas help protect natural resources and wildlife, enhance water and air quality, and improve overall community livability. Park visitors have the opportunity to learn about the environment first hand, and take those lessons home with them.

Economic

Parks enhance property values, contribute to healthy and productive workforces, and help attract and retain businesses.





OUR MISSION

To provide opportunities for high quality parks and recreation experiences and to preserve regionally significant natural and cultural resources.

OUR VISION

A park and recreation system that is the pride of San Diego County.

GUIDING PRINCIPLES

- **Safety.** We provide for the safety and well-being of the individuals, families, and communities we serve.
- **Environment.** We preserve and enhance the environment in San Diego County.
- **Fiscal Stability.** We ensure our Department's fiscal stability during changes in economic trends and service demands.
- **Continuous Improvement.** We promote a culture that values our employees, partners, and customers and fosters innovation in parks and recreation.

“The best potential for ‘me,’ is ‘we.’”

— Coach Dale Brown





STRATEGIC INITIATIVE 1:

KIDS

Improve opportunities for children

Most of us recognize childhood as a time of great freedom – freedom to explore, to learn, and to have fun. But childhood can also be challenging. Childhood health and behavior problems can lead to life-long consequences. We want all children to overcome these challenges and be able to reach their full potential. Through direct programming and partnerships, we provide positive recreational activities, environmental awareness, and targeted teen programs to develop social skills and healthy lifestyles. We strive to equip children in San Diego County to succeed in life by challenging them to:

☀️ **Make Friends**

☀️ **Play Local**

☀️ **Meet a Ranger**

☀️ **Be Healthy**

☀️ **Go Fishing**

☀️ **Recreate!**

“Study nature, love nature, stay close to nature. It will never fail you.”

— Frank Lloyd Wright





STRATEGIC INITIATIVE 2: THE ENVIRONMENT

Promote natural resource management strategies that ensure environmental preservation, quality of life, and economic development

The Department of Parks and Recreation promotes the importance of a healthy environment and San Diego's natural and historic resources through its programs and initiatives. We work collaboratively with other governmental, private and community partners to leverage funding, knowledge and skills to establish the environment as a defining characteristic of our communities. We acquire land to develop active parks and preserve open space. Our multi-use trail system encourages exploration of these recreational, natural and scenic areas. We also work to enhance water quality and healthier watershed ecosystems. Our parks and programs develop interest in and foster a respect for nature. We encourage residents and visitors to:

-  **Discover Nature**
-  **Camp Under the Stars**
-  **Climb a Mountain**
-  **Relive History**
-  **Explore Trails**
-  **Play Outside**

“Not life, but good life, is to be chiefly valued.”

— Socrates





STRATEGIC INITIATIVE 3: SAFE & LIVABLE COMMUNITIES

Promote safe and livable communities

Parks, athletic fields, community centers, and recreation programs enrich our quality of life. Working together with you, we provide families a safe place to live, work and play. From neighborhood pocket parks to regional preserves, our facilities offer both a place to congregate with your friends or muse in the fresh air. By getting involved in activities you enjoy, you can improve your community and create a shared sense of civic pride. Just do it:



Join a Team



Start an Adventure



Meet Your Neighbors



Volunteer



Learn Something New

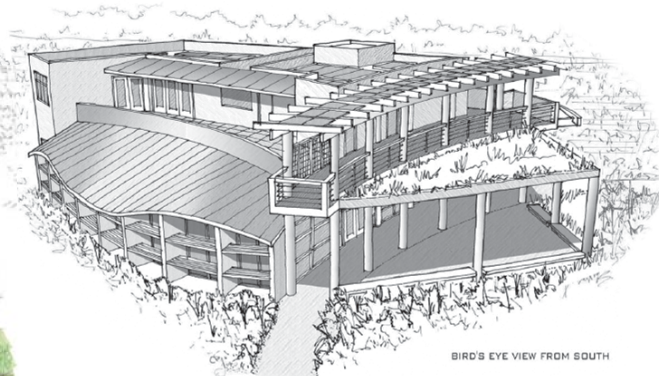


Make Family Memories

Looking Ahead to Future Parks and Recreation Facilities



Lakeside Baseball Park



San Elijo Lagoon Nature Center



Sweetwater Summit Campground Expansion



San Luis Rey River Park

REQUIRED DISCIPLINES

Fiscal Stability

Our fiscal discipline ensures our ability to provide outstanding park and recreation services in good economic times and in bad.

Customer Satisfaction

Our customers' satisfaction is the key indicator through which we gauge our operational performance.

Regional Leadership

We work together with other agencies to provide a greater range of parks and recreation opportunities to County residents.

Skilled, Competent Workforce

Our committed, capable, and diverse employees turn ideas into achievement and success.

Essential Infrastructure

We ensure that the basic facilities and physical resources are in place for superior service delivery.

Information Management

We utilize superior technology systems to efficiently manage a wealth of information resources.

Accountability/Transparency

Our delivery of parks and recreation services is conducted as openly as possible.

Continuous Improvement

We guarantee quality and efficiency through continuous efforts to improve and innovate.



Greg Cox
Supervisor
District 1



Dianne Jacob
Supervisor
District 2



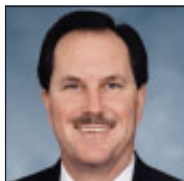
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Supervisor
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Supervisor
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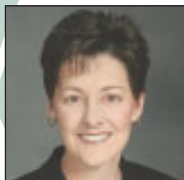
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Reservations

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Web site and on-line services

www.sdparks.org



PHOTOGRAPHS

Front cover

Top left clockwise: Agua Caliente County Park; Youth soccer, 4S Ranch Sports Park; Lakeside Community Center

Inside front cover

Del Dios Highlands Preserve

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Felicita County Park

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Top to bottom: Felicita County Park; Ramona Grasslands Preserve © Richard Herrmann/TNC; Kelly Ditch Trail, William Heise County Park

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Miracle Field, San Dieguito County Park
(*photo courtesy North CountyTimes*)

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Top to bottom: Campfire program, Stelzer County Park; Ropes challenge course, Outdoor Adventure Program; Youth Basketball, Spring Valley Gymnasium

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El Capitan Preserve

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Top to bottom: Outdoor Adventure Program service project, Felicita County Park; White pelicans, Lindo Lake County Park; Sherman-Gilbert House, Heritage County Park

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Movies in the Park, Fallbrook Community Center

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Top to bottom: Intergenerational Reading Program, Spring Valley Community Center; “It’s How We Live” Community Health Fair, Spring Valley; Ranger-led hike, Stelzer County Park

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Lakeside Baseball Park, MW Peltz Associates; San Elijo Lagoon Nature Center, Zagrodnik + Thomas, architects; Sweetwater Summit campground expansion, rrmdesigngroup; San Luis Rey River Park

SAN DIEGO COUNTY PARKS

